



Marquette Online Course Evaluation System (MOCES)

Strategies to Increase Response Rates

The best way to increase both the response rate and the usefulness of your course evaluations is to **demonstrate to your students that the evaluations are important to you**. Here are some strategies to do so:

1. Give students time in class

- Devoting class time shows students that the evaluations are important to you.
- Students can complete the evaluations on any computer, tablet or smart phone connected to the internet.
- Instructors who provide students time in class to complete their evaluations, see an average response rate of **83%** (compared to an average response rate of 59% for those who did not).
- Visit MOCES website for [instructions on conducting an in-class evaluation](#).

2. Give specific examples of how you've used evaluations in the past

- Use a recent example so students can see how the feedback from prior students benefited them and how their feedback will thus benefit future students.

3. Check your response rates DURING the evaluation period

- If you log into [MOCES](#) during the evaluation period, you'll see your up-to-the-minute response rate.
- Give students a response rate goal and reward them for achieving it (e.g. if 80% of evaluations are submitted, you will bring in cupcakes, candy, allow notecard during exam, etc.).

4. Post reminders

- In the classroom
- In D2L
- On assignments/handouts

5. Send personal reminder email to students

- While reminders are sent through MOCES, you can also send a message to your students with a link to the evaluation site: mu.edu/evaluate.